

# SCORE<sup>®</sup> NEWS

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COUNSELORS TO AMERICA'S SMALL BUSINESS  
Sponsored by U.S. Small Business Administration  
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IMMEDIATE

Contact: Vicki Reynolds  
Public Information Officer  
(714) 560-7455  
vicki.reynolds@sba.gov

## **BUSINESS WORKSHOP SERIES PRESENTED BY CITY OF MISSION VIEJO**

**Santa Ana** – A series of workshops is being offered to small business entrepreneurs on Tuesdays from 6:00 p.m. to 9:00 p.m. at the Saddleback Room, Mission Viejo City Hall, 200 Civic Center, Mission Viejo, California, 92691. The workshops are oriented to owners and managers who wish to improve their effectiveness and enhance the profitability of their enterprises. This series is being held during September through November 2006. It will be conducted by the Orange County Chapter of SCORE "Counselors to America's Small Business" and is sponsored by the City of Mission Viejo. The cost is \$25 per workshop. To register, contact SCORE on-line at [www.score114.org](http://www.score114.org).

### **Workshop Schedule Is:**

#### **SEPT 26<sup>th</sup> WRITING A WINNING BUSINESS PLAN**

A business plan is an important management tool of every business owner. Know where you are going! Develop a realistic business plan as your roadmap to growth and financial viability. Learn step-by-step how to write a business plan that will document your vision, goals and tactics and then continue to work for you. Understand every aspect of your business and be able to monitor your progress. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

#### **OCT 24<sup>th</sup> MARKETING & PROMOTION – FINDING YOUR NICHE**

How can you compete against all those other businesses that do what you do? By developing a marketing program designed to build on your strengths and exploit the weaknesses of your competitors. We'll teach you how to think like a marketer. Learn how to create a value premise that will bring customers to your door.

#### **NOV 14<sup>th</sup> SELLING TECHNIQUES THAT WORK**

It's about being in front of someone who can buy your product or service whether they just walked into your store or you flew across the country to meet in their office. What do you say first? Hint. . . it's not "How are you". How do you get their attention? Overcome an objection? This workshop will help you learn the skills to get past these hurdles and make more sales.

### ***SCORE, a network of business knowledge and experience!***

All SCORE programs and services are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested two weeks in advance. Contact the U.S. Small Business Administration at (714) 560-7455.

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